

Canandaigua Local Development Corporation, Inc.

113 S. Main St
Canandaigua, NY 14424

Meeting of the Board of Directors

Date: October 18, 2019

Time: 10:00 AM – 11:30 AM

| Director | Affiliation | Present | Call-in | Absent |
|-------------------|-----------------------------|---------|---------|--------|
| Jim Terwilliger | Elected City Council Member | | | |
| Robert Taylor | City Council Appointee | | | |
| John Goodwin | City Manager | | | |
| Kevin Reynolds | Elected Town Board Member | | | |
| Andy Griffith | Town Board Appointee | | | |
| Doug Finch | Town Manager | | | |
| Carl Steinbrenner | Chamber Board Member | | | |
| Ethan Fogg | Chamber Executive Director | | | |
| Quorum Present | Yes or No | | | |

Agenda

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the Minutes
- V. Officer Reports
 1. President
 2. Vice President
 3. Secretary
 4. Treasurer
- VI. Old Business
 1. UPWP grant application
 2. RFP for Start-up Facilitation
- VII. New Business
 1. Resolutions
 2. Insurance
 3. Domains, website, systems and communications
- VIII. Comments, Considerations and Announcements
- IX. Adjournment

**RESOLUTION NO.2019 – 001: ACKNOWLEDGEMENT AND RATIFICATION OF
FIRST MEETING ORGANIZATIONAL ACTIVITIES BY THE BOARD OF DIRECTORS
ON OCTOBER 1, 2019**

WHEREAS, the Board of Directors of the Canandaigua Local Development Corporation, Inc. (herein after referred to as LDC) held an organizational meeting on October 1, 2019 during which time a member meeting was held of the Town of Canandaigua represented by the Town Manager of the Town of Canandaigua, the City of Canandaigua represented by the City Manager of the City of Canandaigua, and the Canandaigua Chamber of Commerce represented by the Executive Director of the Canandaigua Chamber; and

WHEREAS, the Town appointed Mr. Kevin Reynolds, and Mr. Andy Griffith as voting member representatives to the LDC Board of Directors; and

WHEREAS, the City appointed Mr. Jim Terwilliger, and Mr. Bob Taylor as voting member representatives to the LDC Board of Directors; and

WHEREAS, the Chamber appointed Mr. Carl Steinbrenner as the voting member representative to the LDC Board of Directors; and

WHEREAS, the Board of Directors of the LDC took the following action(s):

- Election of Mr. Carl Steinbrenner as President;
- Election of Mr. Kevin Reynolds as Vice-President;
- Election of Mr. Bob Taylor as Treasurer;
- Election of Mr. John Goodwin as Secretary;

NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Canandaigua Local Development Corporation, Inc. for the purposes of record keeping does hereby acknowledge and ratify these activities be memorialized by official resolution.

Motion: _____

Second: _____

Vote: _____ Aye _____ Nay

Resolution Status: _____ Approved or Declined

RESOLUTION NO.2019-002: ACKNOWLEDGEMENT AND RATIFICATION OF FIRST MEETING ORGANIZATIONAL ACTIVITIES BY THE BOARD OF DIRECTORS ON OCTOBER 1, 2019 RELATING TO ADOPTION OF CERTAIN POLICIES BY THE BOARD OF DIRECTORS OF THE CANANDAIGUA LDC

WHEREAS, the Board of Directors of the Canandaigua Local Development Corporation, Inc. (herein after referred to as LDC) held an organizational meeting on October 1, 2019 during which time policies were approved by the Board of Directors including:

- Procurement Policy of the Board of Directors;
- Ethics Policy of the Board of Directors;

NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Canandaigua Local Development Corporation, Inc. for the purposes of record keeping does hereby acknowledge and ratify these activities be memorialized by official resolution.

Motion: _____

Second: _____

Vote: _____ Aye _____ Nay

Resolution Status: _____ Approved or Declined

RESOLUTION NO.2019-003: ACKNOWLEDGEMENT AND RATIFICATION OF FIRST MEETING ORGANIZATIONAL ACTIVITIES BY THE BOARD OF DIRECTORS ON OCTOBER 1, 2019

WHEREAS, the Board of Directors of the Canandaigua Local Development Corporation, Inc. (herein after referred to as LDC) held an organizational meeting on October 1, 2019 during which time certain activities were approved by the Board of Directors including:

- Appointment of Mr. Andy Griffith as the Ethics Officer;
- Appointment of the Board of Directors of the LDC as the LDC's Governance Committee;
- Approval and Execution of the lease with the Canandaigua Chamber of Commerce for office space at 113 South Main Street;
- Authorization for the Treasurer to open a bank account at Canandaigua National Bank and Trust Company;
- Letting of a Request for Proposals (RFP) for Consulting Services to assist the Board of Directors during the startup phase;
- Request of a proposal from INSIGHTOVATION Consulting for services to assist the Board of Directors with administration through November 2019;
- Requesting the City and Town to assist with the facilitation of a UPWP grant application by the LDC for consideration at the October 18, 2019 meeting;
- Setting of the normal scheduled meetings to be the 3rd Thursday of each month at 10:00am, ending at 11:30pm to be held at the Canandaigua Chamber of Commerce (113 South Main Street, Canandaigua);

NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Canandaigua Local Development Corporation, Inc. for the purposes of record keeping does hereby acknowledge and ratify these activities be memorialized by official resolution.

Motion: _____

Second: _____

Vote: _____ Aye _____ Nay

Resolution Status: _____ Approved or Declined

RESOLUTION NO.2019-004: AUTHORIZATION FOR CONSULTING SERVICES

WHEREAS, the Board of Directors of the Canandaigua Local Development Corporation, Inc. (herein after referred to as LDC) is considering a proposal for consulting services from INSIGHTOVATION Consulting to help the Board of Directors with administration tasks during the startup phase of the LDC; and

WHEREAS, the Board of Directors has adopted a procurement policy which provides for the hiring of professional services outside of the regular bidding process when needed; and

WHEREAS, the Board of Directors has let a Request for Proposals (RFP) on October 2, 2019 with the intent of receiving competitive proposals by October 31, 2019 for assistance with startup of the LDC; and

WHEREAS, INSIGHTOVATION Consulting has provided a proposal to the Board of Directors to assist the Board of Directors until they have had a chance to review proposals through the RFP process and take action; and

NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Canandaigua Local Development Corporation, Inc. does hereby approve to hire INSIGHTOVATION Consulting through the time period until November 30, 2019 at a rate of

_____.

Motion: _____

Second: _____

Vote: _____ Aye _____ Nay

Resolution Status: Approved or Declined

RESOLUTION NO.2019-005: SUPPORT AND AUTHORIZATION FOR SUBMITTAL OF GTC CALL FOR PROJECTS PARTNERSHIP APPLICATION

WHEREAS, the Board of Directors of the Canandaigua Local Development Corporation, Inc. (herein after referred to as LDC) a not-for-profit entity established by the Town of Canandaigua, City of Canandaigua, and the Canandaigua Chamber of Commerce is considering making application to the Genesee Transportation Council (GTC) for the 2020-2021 Unified Planning Work Program (UPWP) call for projects; and

WHEREAS, the City of Canandaigua City Council of Canandaigua and the Town Board of the Town of Canandaigua have both approved resolutions as relative jurisdictions in support of this project application by the Canandaigua LDC; and

WHEREAS, through contributions made by the City of Canandaigua and the Town of Canandaigua to the LDC both municipalities are supporting this application financially as part of the cash match as well as through in-kind services through staff utilization; and

WHEREAS, both municipalities have previously worked with GTC on UPWP projects including recent adjoining or nearby projects such as the Uptown Feasibility Study, the Middle Cheshire Road and Hospital Services Corridor Study, the County Road 16 Active Transportation Plan, the State Route 364 Active Transportation Plan, and the State Route 332 and State Route 96 Active Transportation Plan; and

WHEREAS, the Canandaigua LDC believes it has the ability to fully implement the project through the support of the membership of the Board of Directors of the LDC including the City Manager of the City of Canandaigua, and the Town Manager of the Town of Canandaigua both of whom and their staff have worked with GTC in the recent past on partnership projects; and

WHEREAS, the City and Town of Canandaigua and the Chamber of Commerce completed a public participation survey plan in 2017/2018 known as group concept mapping during which time hundreds of community leaders identified the need for a joint economic development entity in addition to six key regional strategic community initiatives:

1. Protection of Canandaigua Lake – Water Quality;
2. Focus on Downtown as a Destination;
3. Job Creation, Retention, Expansion;
4. Connect Downtown to the Lake;
5. Protect and Protect Agriculture Operations;
6. Optimize Lakefront and Lake Access; and

WHEREAS, strategy #4 “Connecting Downtown to the Lake” was a key cluster of action from the study statements; and

WHEREAS, 61.4% of the respondents rating the concept of linkages between Historic Main Street to the Lake to create safe pedestrian paths as very or extremely important; and

WHEREAS, 62.2% of the respondents rated “connecting the lake to the Downtown Business District by developing a vision for the portion of Main Street between Eastern Blvd (NYS Route 5&20) and Saltonstall Street as very or extremely important; and

WHEREAS, the following statements received a rating by respondents of 79.5% or higher as very or extremely important:

- Connect the Lake to Downtown (88.9% of some level of importance)
 - Link Historic Main Street to lake (95.5% of some level of importance)
 - Reconnect Downtown to Lakefront with bypass North (82.2% of some level of importance)
 - DT traffic and pedestrian task force, Main Street bypass to 5&20 (88.6% of some level of importance)
 - Truck/traffic bypass traffic heading North to avoid Main Street (79.5% of some level of importance)
- ; and

WHEREAS, the Board of Directors of the Canandaigua LDC is requesting approval of this project partnership with GTC to address the following main objectives:

- Support the economic vitality of the Canandaigua Community (the capital of Ontario County) through opportunities for balanced community access for users of all devices, pedestrians, and overall commerce activity;
- Increase the safety of transportation system for motorized and non-motorized users to enable safe usage of NYS Route 332 and NYS Route 5 & 20 and access to Lakeshore Drive and the Lakefront area;
- Increase the ability of the transportation system to safeguard the safety of all motorized and non-motorized users where a large number of vehicles and pedestrians come together at any given moment;
- Increase the accessibility and mobility options available to people and freight of all abilities and users of all devices for the safe and efficient use of the transportation system regardless of age, ability, or income;
- Protect and enhance the natural environment, cultural heritage and community appearance while promoting energy conservation through exploration of continued protection of Canandaigua Lake, access to Canandaigua Lake, the protection and enjoyment of the cultural heritage of the historic Downtown, the access and appearance of the overall community

recognized widely as the community's Downtown, and the exploration of energy conservation through alternatives to connect Downtown and the Lakefront;

- Promote efficient system management and operations through the linkage of Downtown to the Lakefront including land use planning and efforts to link the City and Town including the Uptown Area of the Town of Canandaigua, County Road 16 and Middle Cheshire Road crossing jurisdictional boundaries;
- Facilitation of new innovative public-private partnerships in the planning, finance, and execution of transportation initiatives;
- Promotion of public health through promotion of active lifestyles non-motorized linkage Downtown to recreation and the Lakefront destinations; promotion of commerce activities; positioning the region for success and a top choice destination with the addition of new hotels, conference centers, and public facilities; the options for cross generational access including millennials, and seniors including living accommodations to Downtown shopping and health options; and

WHEREAS, the Board of Directors of the Canandaigua LDC understands this project would support efforts by the Town of Canandaigua, City of Canandaigua, and Ontario County to continue to plan for future demands on transportation infrastructure with close alignment to recently completed plans adjoining the subject area; and

WHEREAS, the Board of Directors of the Canandaigua LDC estimates the project could cost approximately \$100,000 and is willing to invest both a cash match and in-kind services; and

WHEREAS, the Board of Directors of the Canandaigua LDC has the funds available to invest a \$20,000 cash match; and

WHEREAS, the Board of Directors of the Canandaigua LDC understands in-kind contributions of time will be made by the Board of Directors members along with staff of the City of Canandaigua and the Town of Canandaigua; and

WHEREAS, the Board of Directors of the Canandaigua LDC intends to partner with GTC, if awarded, having GTC administer the grant contract requirements; and

NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Canandaigua LDC fully supports and authorizes making application to GTC for project partnership of the Main Street/NYS Route 332 "connecting Downtown to the Lakefront"; and

BE IT FURTHER RESOLVED, the Board of Directors authorizes the expenditure of \$20,000.00 in cash match as part of the application submittal; and

BE IT FINALLY RESOLVED, the Board of Directors of the Canandaigua LDC directs the Board Secretary to provide a copy of this resolution to the City Council of the City of Canandaigua, the Town Board of the Town of Canandaigua, the Board of the Chamber of Commerce, and to the Executive Director of the Genesee Transportation Council.

Motion: _____

Second: _____

Vote: _____ Aye _____ Nay

Resolution Status: Approved or Declined

LEFT BLANK FOR INSERTION OF MEETING MINUTES

PROPOSAL FOR INTERIEM SUPPORT DURING START-UP PHASE

October 14, 2019

Karen Dworaczyk
INSIGHTOVATION® Consulting
3904 Acorn Hill Drive
Canandaigua, NY 14424

Scope and Project Purpose

The purpose of this project is to assist the Canandaigua LDC's Board of Directors through the initial startup phase of implementation of a number of policies, procedures, and action items needed to get the entity started in a manner compliant with the bylaws of the LDC including Public Authority Accountability Act of 2005, and the Public Authorities Reform Act of 2009. The LDC is considered an agency of local government and is subject to open meetings laws and freedom of information law.

The LDC issued a request for proposals (RFP) for support services on October 2, 2019 with proposals due October 31, 2019. A period of time will be necessary to evaluate proposals before entering into a longer-term agreement. This proposal is intended as a bridge to cover the time period from the date of commencement of this agreement until such time the LDC completes the process of hiring start up support services outlined in the RFP, currently stated as November 30, 2019, with the option of an extension as agreed by both parties.

Project Oversight

The Board of Directors of the Canandaigua LDC will have ultimate oversight over this project.

Timeline

The timeline of this engagement is estimated to be the date of contract commencement through November 30, 2019 and may be extended as agreed by both parties.

Required Reporting

INSIGHTOVATION shall provide monthly progress reports to the Board of Directors of the Canandaigua LDC. Progress reports shall provide a detailed narrative description of the work that has been completed and shall include an identification of specific objectives that have been accomplished to date.

Payment

Payment requests shall be submitted monthly to the Treasurer of the Canandaigua LDC and are subject to approval by the majority of the Board of Directors of the Canandaigua LDC.

Termination

This Agreement may be terminated by either party at any time without penalty.

Rate

The Board of Directors of the Canandaigua LDC ca INSIGHTOVATION LDC Interim Start Up Proposal PAGE 1
month inclusive of all output and activity or an h
each Board-approved activity provided with monthly progress reports.

Please choose one:

- ☐ \$5,000 monthly retainer
- ☐ \$100 per hour

Rates reflect a 50% savings off of standard rates for similar projects in recognition of the historic importance of the scope of work and the personal investment many have made over the past several years that have brought the Canandaigua community to this point of great opportunity for collaboration, action, and impact.

Signatures

For the Canandaigua LDC, Inc.

Date:

For INSIGHTOVATION® Consulting

Date: